



## Privacy Policy – Newsletter (US version)

### 1.1 Controller

DDC – Danish Design Center (DDC) is the controller of the processing of your personal data in relation to your reception of our newsletter.

### 1.2 Contact information

In case of inquiries regarding DDC's processing of your personal data in relation to your reception of our newsletter, you are welcome to direct your questions through the same channel you originally communicated with us or please get in touch with DDC's DPO through [gdpr@ddc.dk](mailto:gdpr@ddc.dk).

### 2.1 Purpose of treatment of personal data

The main purpose of the processing of personal data is to give you the most recent news and offers about DDC and our services.

### 2.2 Legal ground for treatment

The processing of personal data is based on your consent, and you may at any time withdraw your consent.

### 3.1 Categories of recipients

Your personal data is passed on to marketing firms.

### 3.2 Categories of recipients in third countries

Your personal data is transferred to third countries. A third country is outside the EU/EES, for instance, the USA.

The data is not transferred to international organizations. An international organization is, for instance, the UN, EU, or NATO.

### 4. Time frame for storage

Your personal data is stored if you subscribe to our newsletter and up to three years from the retraction of your consent.

### 5. Obligations

Submission of your personal data is a prerequisite for you to be able to receive our newsletter.

### 6.1 Rights

Under the General Data Protection Regulation, you have several rights in relation to the processing of your personal data.

If you wish to make use of your rights, please turn to DDC's DPO through [gdpr@ddc.dk](mailto:gdpr@ddc.dk).

#### 6.1.1. Right of access

You have the right to access the personal data we process on your behalf, as well as to receive a copy of the data.

#### 6.1.2. Right of rectification

You have the right to have incorrect data about yourself rectified.

#### 6.1.3. Right to erasure

In special cases, you have the right to request erasure of your personal data.

#### 6.1.4. Right to restriction of processing

In certain cases, you have the right to restrict the processing of your personal data. If you have the right to restricted processing, we cannot process your personal data, unless it is for storage, with your consent or for the establishment,

exercise, or defense of a legal obligation or to protect a person or important public interests of the European Union or of a Member State.

#### **6.1.5. Right to objection**

In specific situations cases, you have the right to object to our processing of your personal data.

#### **6.1.6 Right to data portability**

Under certain circumstances, you have the right to receive your own personal data in a structured, commonly used, and machine-readable format, as well as to transfer this data from one controller to another without hindrance.

#### **7. Supervisory authorities**

You have the right to file a complaint to the local supervisory authority.

You may also read more about your rights at The Danish Data Protection Agency at [www.datatilsynet.dk](http://www.datatilsynet.dk).